

ABSTRACT OF THE DISCLOSURE

A non-pull cord operated blind structure includes a retaining box, a recoiling spring element, a movable member, a control button, and a cover wherein the retaining box is equipped with an engaging cavity having a locating rod protruding at the center thereof to be registered with the movable member thereby, and the recoiling spring element has an inserting hook piece and a fixing piece disposed at both ends thereon to be securely attached to a recess of the locating rod thereof and an engaging hook of the movable member respectively thereby. The movable member is provided with a retaining chamber having two opposite abutting blocks with tapered guide slopes protruding at the inner periphery thereon to be abutted against tapered locating plates of the control button so as to precisely locate the movable member with retaining cords collected therein. Thus, the recoiling spring element is activated to compress tight or rebound loose by the retaining cords which is either stretched out by a lower beam pulled downwards after the control button is pushed to detach the locating plates thereof off from the abutting blocks thereof in the unfolding operation of a blind, or released from the gravity pull of the lower beam raised upwards in the folding operation thereof, facilitating an easy and fast adjustment of the non-pull cord operated blind structure.